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INCERLITED.

Q: What's everyone else gossiping about?

A: Al Neuharth of Gannett which already has USA Today, for heaven's sake - rumored rarin' to launch a Washington DC rag... CBSer Bill Paley and journaliste extraordinaire Lally Weymouth she's Kay Graham's daughter — as an Item... Rose Marie Bogley's "Before" party. It was flung last weekend at her newlyacquired, 706-acre Bolling Brooke estate in Virginia Hunt Country. (Remember, darlings? It belonged to Edwin Wilson, the ex-CIAer who's now in the pokey.) Washington city-mice dragged on jeans and boots to trundle out there and munch chicken, admire the old slave school - soon to be a poolhouse — and eyeball the knockout part-pre-Revolutionary, part-pre-Civil War mansion stripped-down to its plaster... The Little Dinner that Madisonmeister Marshall Coyne's tossing for Jeane Kirkpatrick on Thursday... The bubbly-andchocolate binge Esther Coopersmith's flinging to celebrate the hitching of ex-CIAer Bill Colby and Sally Shelton... The Prez bowling out to help his barber, Milton Pitts, celebrate 20 years snipping at the Sheraton-Carlton yesterday... And Nancy Reagan's Hair Man Robin Weir jumping into the fray, to pick out the Top Ten Best-Groomed Men In Washington. The envelope, please: President Ronald W. Reagan; Father Gilbert Hartke of Catholic U; Sen. Bob Dole of Kansas; Sen. Jay Rockefeller of West Virginia; Pat Buchanan, Assistant to the Prez; Prince Bandar, Ambassador from Saudi Arabia; George Will, columnist; KenCenner Peter Sellars; the lone baldie, Willard Scott the Weather Man (but Robin doesn't say if he means with or sans the rug); and Jim Rosebush, Nancy Reagan's Chief of Staff. Madame Earie is proud of them. And proud of Robin. And proud of his flack, Mary-Jo Campbell, who probably dreamed it up. And proud of herself, for not being too proud to use it. Another day's Gossip Quota filled! Tons more tomorrow.